

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller                          Art Unit : 3625  
Patent No. : n/a                                      Examiner : Mark A. Fadok  
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Serial No. : 09/629,262                            /  
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Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents  
Alexandria, VA 22313-1450

RESPONSE

Dear Sir:

The Office Action of February 26, 2003, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

**CLAIMS WITH MARKINGS TO SHOW CHANGES MADE**

Please amend the following claims as follows:

1. (Twice Amended) A method of displaying information about a multitude of different customers comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol; and  
arranging the symbols spatially in a galaxy layout according to a polar coordinate system, based on the numeric values, and displaying the galaxy layout on a display